ADVANCED FEATURES IN MEDIAPLANNER+

User Manual

April 2015

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This **Mediaplanner+ Advanced Features** user manual follows on from the **Introduction** user manual – for basic instructions on how to use **Mediaplanner+**, see the **Mediaplanner+ Introduction** manual.

To Create A New Target Audience

If you are using one of the Wizards and the target audience you wish to use is not already listed and you wish to create a new target audience, click on the **New Target** button.

If you are in a schedule and you wish to create a new target audience to add to the schedule, click on the Target button on the toolbar and then click on the **New Target** button.

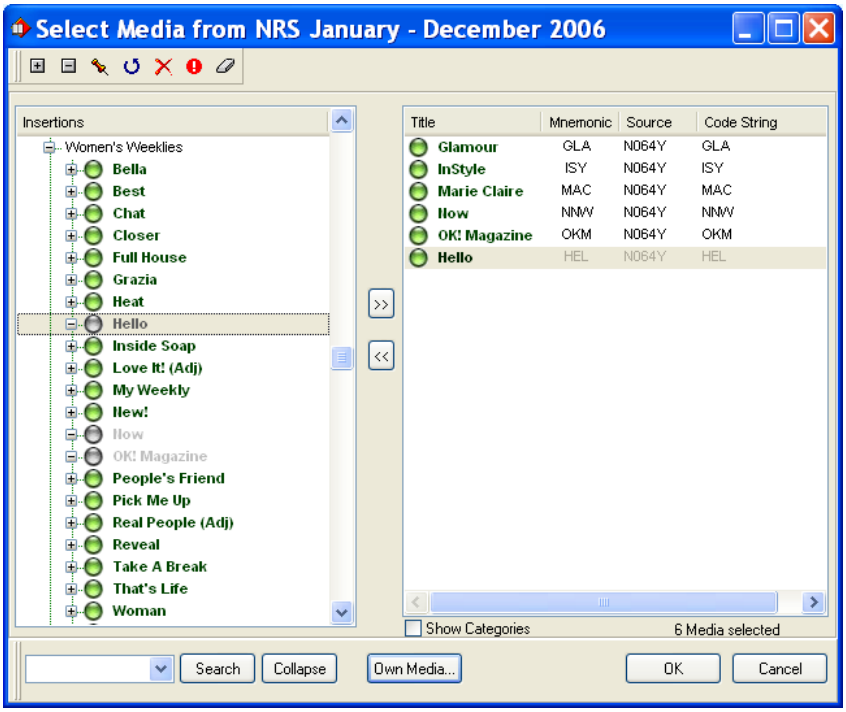
The **Select Survey** screen is displayed. To filter the list of surveys, enter **NRS** in the **Search** box, then click on the **By Survey Description** option and only those surveys with **NRS** in the description will be displayed. Select the survey you wish to use, then click on **OK**.

Select the coding for the target audiences you wish to set up, then click on **Next**.

In this example, we have chosen to use **ABC1** and **C2DE** as two separate target audiences. Highlight the two codes, then click on - the coding moves to the coding grid on the right hand side. Then click on **Next**.

N.B. The other buttons you usually use to create combinations of demographic groups for your audiences (**ANY**, **ALL**, **AND**, **OR** and **NOT**) are also shown in the bar between the code sections and the coding grid and can be used in the usual way.

Next, the **Select Media** screen shows the **Available Media** sections in the selected survey – open a publications section and/or sub-section and double click to select a title or click on a title, then click on the button and it will move to the box on the right hand side. To move a title back, click on the **Title**, then click on the button.



Select your titles, then click on **OK**.

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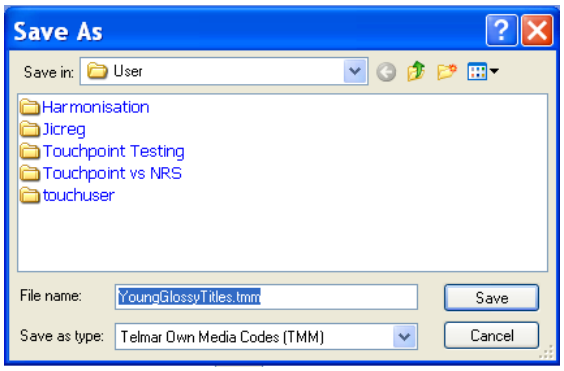
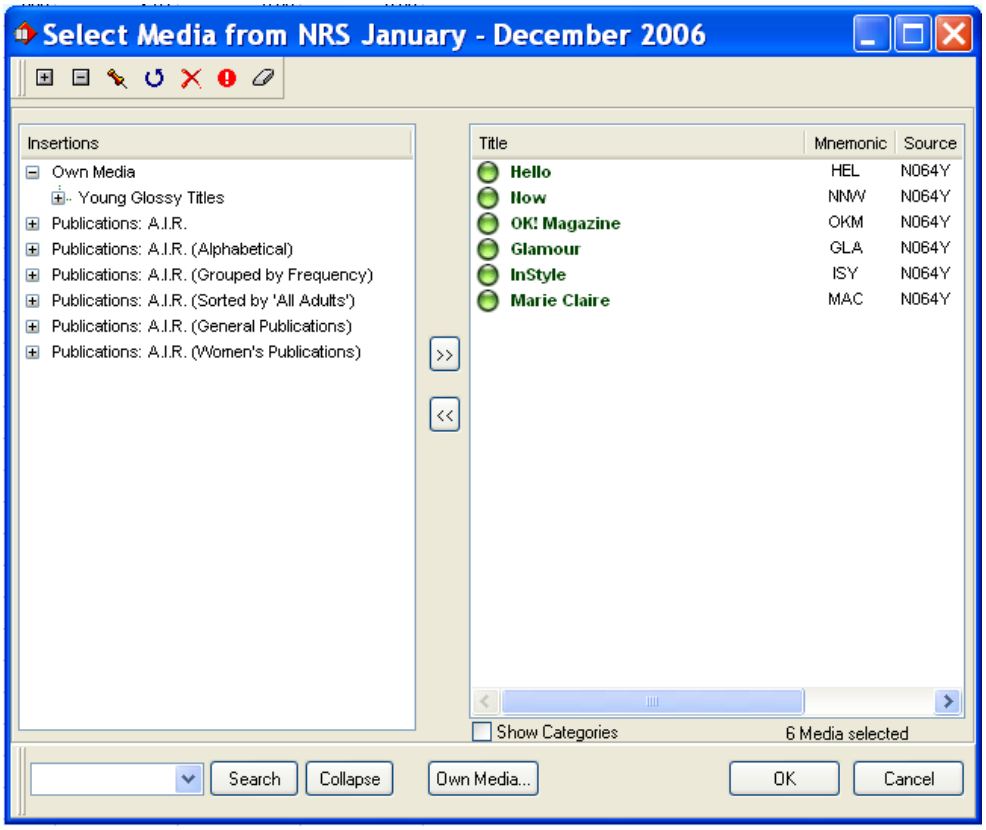
If you regularly use the same titles, you may wish to save the title selection as an **Own Media** file – see below.

Save Own Media

Select the titles as shown above, then click on **Own Media**… and select **Save Own Media** and enter a name for the titles in the **Own Media Description**, then click on **OK**. Another window will appear containing the same name, click on **Save** – this is saved into your default Telmar folder.



Own Media codes are shown in the **Select Media** screen on the left hand side under **Own Media** – double click to open the section and any own media codes that have been set up will be shown in the list – titles from these lists can be selected as normal.



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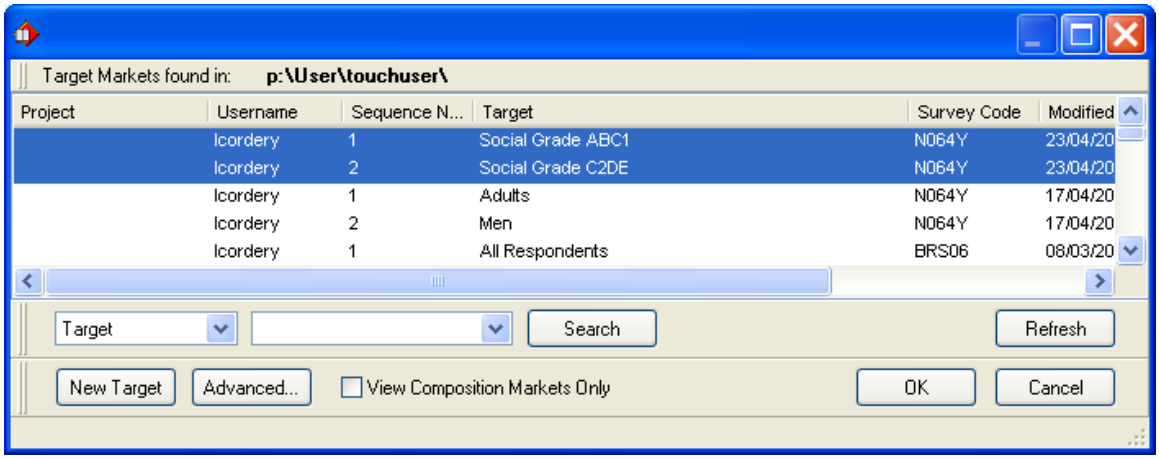
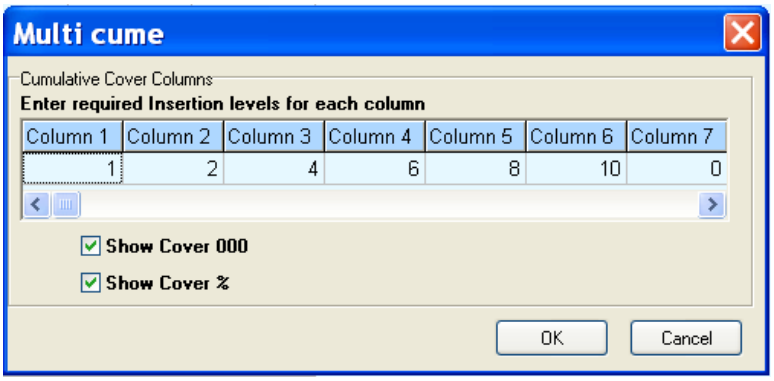
Cumulative Cover Mode

You can select the **Cumulative Cover** mode when you first open Mediaplanner or click the button in the toolbar.

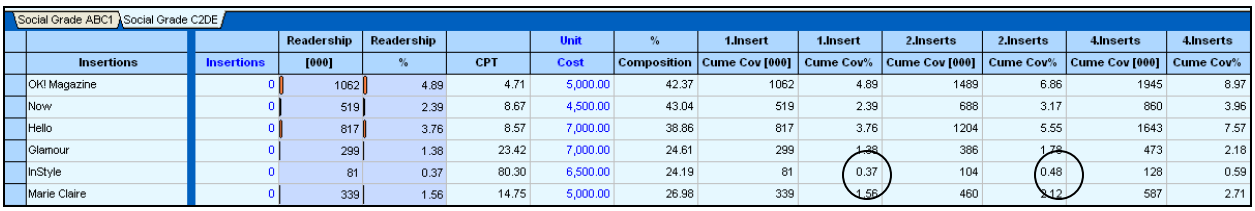
Select a demographic group by highlighting the file name, then click on **OK**.



The **Cumulative Cover Columns** window appears asking you to enter the required insertion level for each column. Tick the boxes to **Show Cover 000** and **Show Cover %,** then click on **OK**.


Multi cume
Cumulative Cover Columns
Enter required Insertion levels for each column
Column 1 Column 2 Column 3 Column 4 Column 5 Column 6 Column 7
1 2 4 6 8 10 0
Show Cover 000
Show Cover %
OK
Cancel

The **Cumulative Cover window** will then be displayed:-



Insertions	Insertions	Readership [000]	Readership %	CPT	Unit Cost	% Composition	1.Insert Cume Cov [000]	1.Insert Cume Cov%	2.Inserts Cume Cov [000]	2.Inserts Cume Cov%	4.Inserts Cume Cov [000]	4.Inserts Cume Cov%
OK! Magazine	0	1062	4.89	4.71	5,000.00	42.37	1062	4.89	1489	6.86	1945	8.97
Now	0	519	2.39	8.67	4,500.00	43.04	519	2.39	688	3.17	860	3.96
Hello	0	817	3.76	8.57	7,000.00	38.86	817	3.76	1204	5.55	1643	7.57
Glamour	0	299	1.38	23.42	7,000.00	24.61	299	1.38	386	1.78	473	2.18
InStyle	0	81	0.37	80.30	6,500.00	24.19	81	0.37	104	0.48	128	0.59
Marie Claire	0	339	1.56	14.75	5,000.00	26.98	339	1.56	460	2.12	587	2.71

You can use Cume Cover to determine the ideal level of insertions to have per publication before cover starts to plateau, i.e. any additional insertions would not provide much greater coverage. For example, InStyle's cover increases only slightly with each insertion so it wouldn't be useful to have more than one insertion if we were aiming towards C2DE's.

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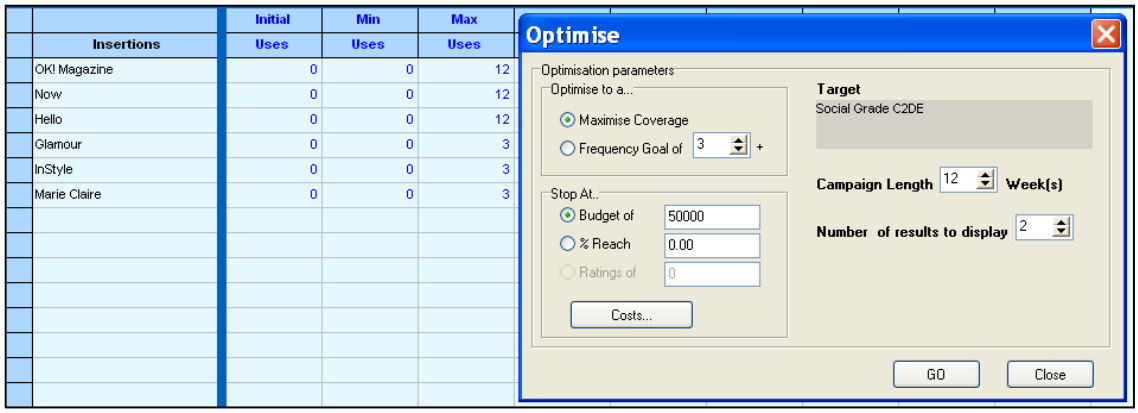
Optimisation Mode

You can select the **Optimisation** mode when you first open Mediaplanner or click the button in the toolbar.

Firstly, select a demographic group by highlighting the file name and clicking on **OK**.

Make sure that there are **no** insertions placed in any publications, then click on the **Optimise** button on the toolbar. This adds the **Minimum** and **Maximum Insertions** columns to the schedule and opens the **Optimise** dialog box.

NB YOU SHOULD NOT OPTIMISE WHEN YOU ARE IN TIMEPLAN MODE, ONLY IN SINGLE SCHEDULE AND MULTI SCHEDULE MODE.

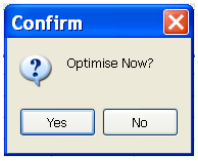


Insertions	Initial Uses	Min Uses	Max Uses
OK! Magazine	0	0	12
Now	0	0	12
Hello	0	0	12
Glamour	0	0	3
InStyle	0	0	3
Marie Claire	0	0	3

You can now choose to **Optimise to… Maximise Coverage or Frequency Goal** and insert the frequency goal using the arrows, then you can choose to **Stop At**… a **Budget or % Reach**.

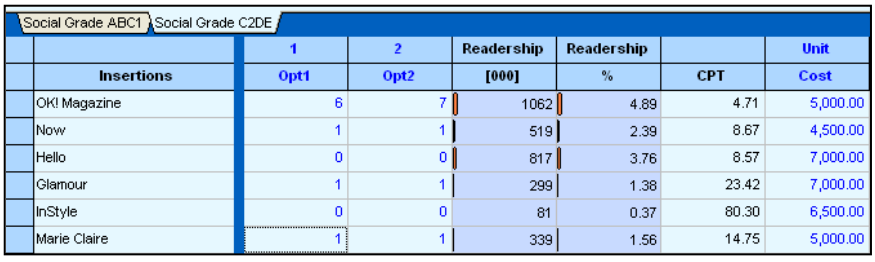
You also have the ability to change the length of your campaign (the default is 12 weeks). This campaign length determines the level of **Maximum Inserts** available in the optimisation. However, the **Maximum Insertions** can be manually changed if the default does not suit your needs.

You can also change the **Number of Results to display**.



Once you have selected all your options, click on the **Go** button. You will be asked if you are sure you wish to **Optimise Now** – click on **Yes**.

Once the optimisation strategy you selected has been achieved, the optimised schedules will be displayed in the **Schedule window** and the results in the **Totals window** of the planning screen.



Social Grade ABC1 | Social Grade C2DE

Insertions	1 Opt1	2 Opt2	Readership [000]	Readership %	CPT	Unit Cost
OK! Magazine	6	7	1062	4.89	4.71	5,000.00
Now	1	1	519	2.39	8.67	4,500.00
Hello	0	0	817	3.76	8.57	7,000.00
Glamour	1	1	299	1.38	23.42	7,000.00
InStyle	0	0	81	0.37	80.30	6,500.00
Marie Claire	1	1	339	1.56	14.75	5,000.00

	Total Uses	Reach [000]	Reach %	Total Impacts [000]	Avg. Frequency	Total Cost
1 Opt1	9	2693	12.41	7528	2.80	46,500.00
2 Opt2	10	2789	12.85	8589	3.08	51,500.00

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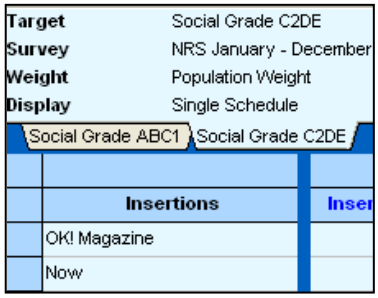
SCHEDULE FEATURES

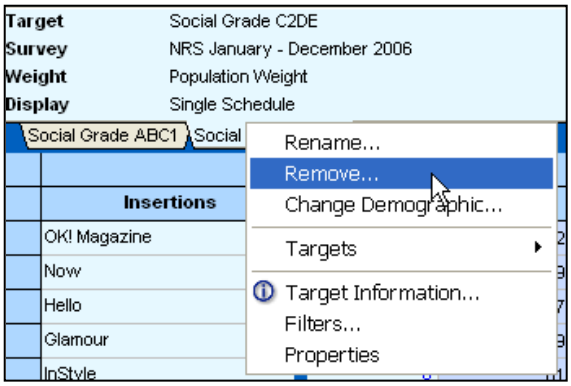
To Add/Remove Target Audiences

If you wish to work with more than one target audience created from the same demographic file, click on the **Target** button and highlight the file name you wish to use, then click on **OK**.

If you are looking at more than one target audience on the screen you can switch from one target to another and view readership figures by clicking on the tab title of the target.

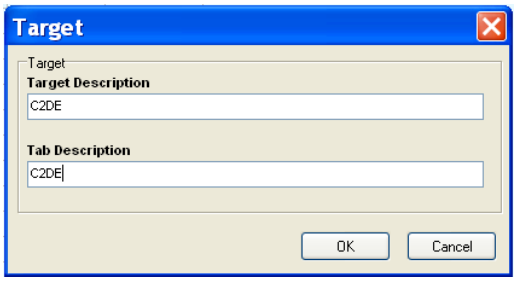


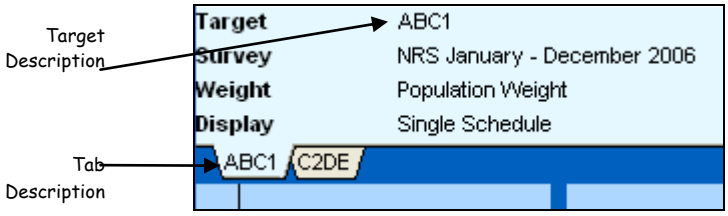
To remove a target, right click on the tab title and select **Remove**.



To Rename Target Audiences

To rename a target audience, right click on the tab title and select **Rename** – enter the new name in the Target Description or Tab Description boxes, then click on **OK**.





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To Select/Deselect Publications

If you only want to show some of your publications at any time, click on the **Media** button and move the publication over from the Selected Items window to the Deselected Items window using the arrows.

To Enter Costs For Publications

Click in the **Unit Cost** column beside a publication, then type in the cost and press **Enter**, the cost will be entered in the Unit Cost column for that publication and the **Cost per Thousand** will be calculated automatically. Alternatively, you can click on the **Cost** button and select a cost file, then click on **Open** or click on **Enter Costs Manually** and enter the costs, then click on **OK**. Repeat for each publication.

To Save A Cost File or Select a Cost File

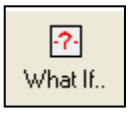
Once you have inserted the unit costs against each publication, you can save these costs in a Cost File for use another time. To save the cost file click on the **Cost** button, then click on **Save Costs**, enter a file name (**name.cst**) then click on **Save**.

Once you have saved a cost file, you can use it again with other Mediaplanner runs. Click on the **Cost** button and select the name of your cost file (**name.cst**) and **Open**. Only the publications that have a cost in the cost file will be inserted in the schedule.

To Change The Layout Displayed

Click on the **Layout** button the screen is divided into **Planning Calculations** and **Result Calculations**. To hide or show headings use the arrow buttons to move the headings across to the right-hand box. The **Up** and **Down** buttons allow you to alter the order of the headings, then click on **OK**.

To Use 'What If'



This facility calculates the amount of coverage - achieved and lost - for each publication by adding and subtracting insertion levels, chosen by the user. Click on the **What If…** button in the toolbar ot go to **Options, What If….** Type in each column the required insertion levels for each publication.

NB THIS FEATURE DOES NOT WORK PROPERLY IN TIMEPLAN MODE AND SHOULD ONLY BE USED IN SINGLE SCHEDULE OR MULTI SCHEDULE MODE ONLY.

Social Grade ABC1 | Social Grade C2DE

	Readership	Readership		Unit	%		1	1
Insertions	[000]	%	CPT	Cost	Composition	Insertions	+ 1 Cover	+ 2 Cover
OK! Magazine	1062	4.89	4.71	5,000.00	42.37	0	4.89	6.86
Now	519	2.39	8.67	4,500.00	43.04	0	2.39	3.17
Hello	817	3.76	8.57	7,000.00	38.86	0	3.76	5.55
Glamour	299	1.38	23.42	7,000.00	24.61	0	1.38	1.78
InStyle	81	0.37	80.30	6,500.00	24.19	0	0.37	0.48
Marie Claire	339	1.56	14.75	5,000.00	26.98	0	1.56	2.12

By adding 1 insertion to Hello the reach will increase by 3.76 %.

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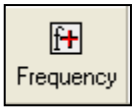
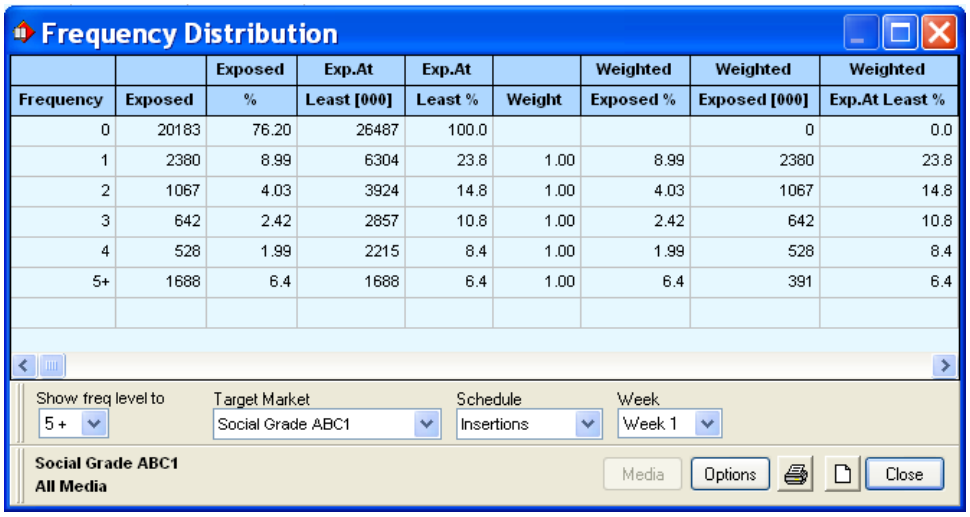
Frequency Distribution



The **Frequency Distribution** window shows the frequency with which the target audience is reached by the schedule. To view this window click on the **Options** menu and **Frequency Distribution** or click on the **Frequency** button on the **toolbar**.

It is possible to change the **frequency level** by using the dropdown menu. You can also group frequencies together by clicking **Options, Groups**….



The columns available are **Exposed**, **Exposed %**, **Exposed at Least**, **Exposed at Least %**, these are the most used and are defined below using the above example (each publication had 4 insertions). However, there is also **Weight**, **Weighted Exposed % and Weighted Exposed At Least %**.

Exposed	**2,380,000** ABC1's saw the schedule just once. **642,000** ABC1's saw the schedule just 3 times.
Exposed %	**8.99%** of ABC1's saw the campaign only once. **2.42%** of ABC1's saw the campaign only 3 times.
Exposed at Least	**6,304,000** ABC1's saw the campaign once or more. **2,857,000** ABC1's saw the campaign 3 or more times.
Exposed at Least %	**23.8%** of ABC1's saw the campaign at least once. **10.8%** of ABC1's saw the campaign at least 3 times.

To hide certain columns click on the **Columns** button and use the arrows to move the columns across from the **Hidden Columns** to **Shown Columns**.

To switch between multi targets click on the downward pointing arrow of the **Target Market** window to show other targets.

To export click on the export icon, once in the **Export Options** window click on the Export button. The export options are – **direct to application**; **to clipboard** and **to file** (.xls). See the exporting section of this manual for more details.

To print click on the Print Icon and select your print options in the **Printing Options** window. Click Print. See the printing section of this manual for more details.

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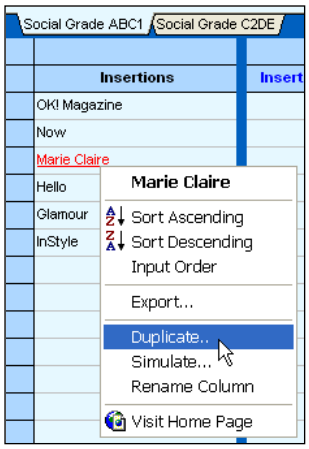
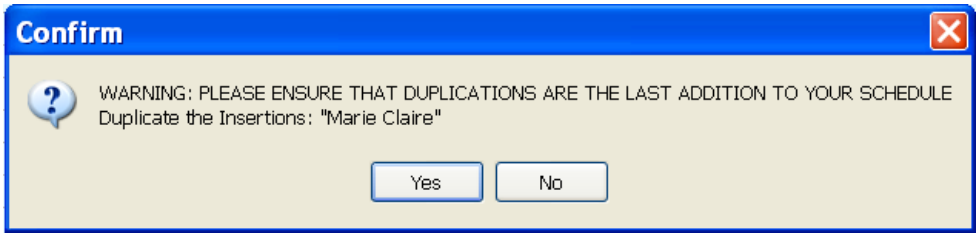
To Duplicate A Publication

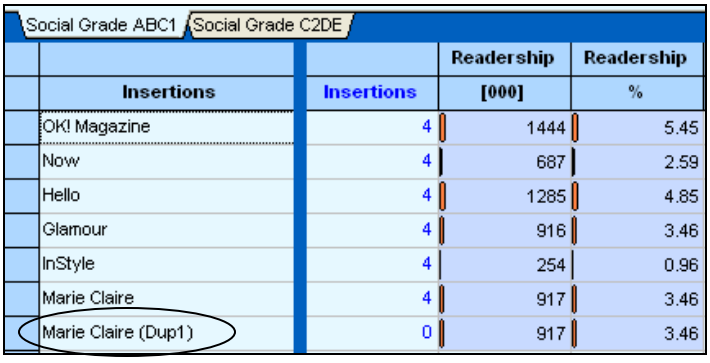
You may wish to duplicate a publication to account for the qualitative values of different ads in the same schedule, i.e. the page size or black, white and colour ads.

To duplicate a publication right-hand click on the title of the publication and a menu will appear, select **Duplicate**.



You will be asked to confirm that the duplications are the last thing you do, and you are happy to duplicate that publication:


Confirm
WARNING: PLEASE ENSURE THAT DUPLICATIONS ARE THE LAST ADDITION TO YOUR SCHEDULE
Duplicate the Insertions: "Marie Claire"
Yes
No



Insertions	Insertions	Readership [000]	Readership %
OK! Magazine	4	1444	5.45
Now	4	687	2.59
Hello	4	1285	4.85
Glamour	4	916	3.46
InStyle	4	254	0.96
Marie Claire	4	917	3.46
Marie Claire (Dup1)	0	917	3.46

The publication will be duplicated with exactly the same readership figures.

You can rename your Duplicated publication by right-hand-clicking on the duplicate, go to Duplication Options and select Rename Duplicated Media.

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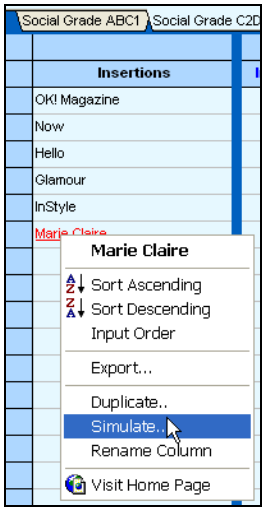
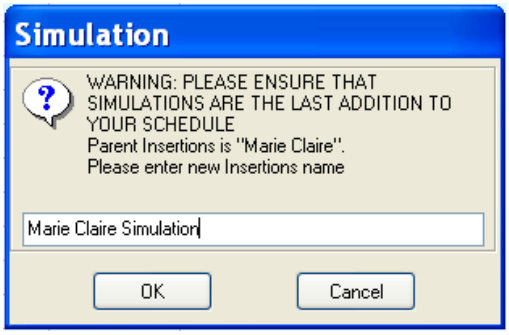
To Simulate A Publication

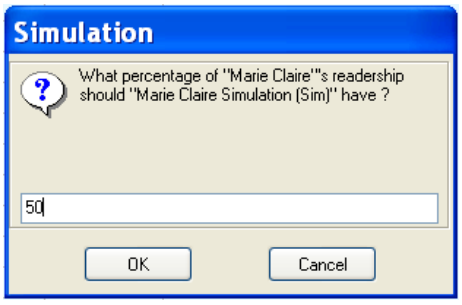
You may wish to simulate a publication for a magazine launch, or simply simulate an NRS title. To simulate a publication right-hand click on the title of the publication and a menu will appear, select **Simulate**.



Firstly, you will be told: '**Parent Insertions is (your publication),** you will then be asked: '**Please enter new Insertions name**'. Type a name in the box and click on **OK**.


Simulation
WARNING: PLEASE ENSURE THAT SIMULATIONS ARE THE LAST ADDITION TO YOUR SCHEDULE
Parent Insertions is "Marie Claire".
Please enter new Insertions name
Marie Claire Simulation
OK
Cancel

Secondly, You will be asked: '**What percentage of "(your publications)" readership should "(your publication) Simulation" have?**'
Type the percentage in the box and click on **OK**.



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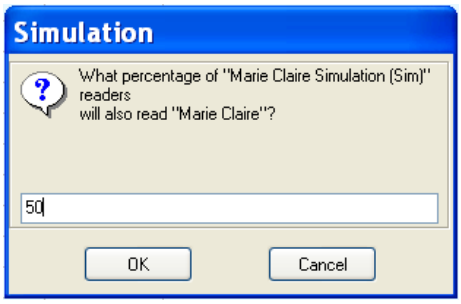
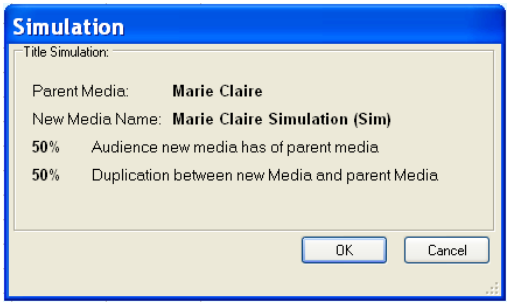
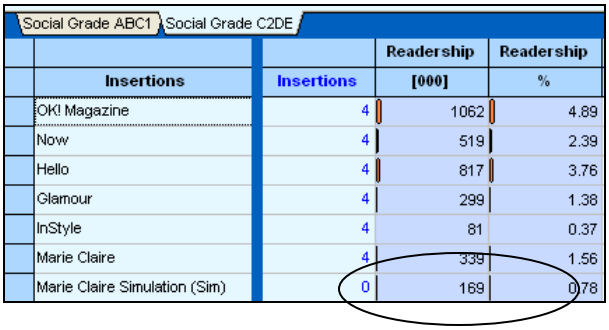
Thirdly, You will be asked: '**What percentage of "(your publication) Simulation" readers will also read "(your publication)"?** Type the percentage in the box and click on **OK**.



You will then be presented with the simulation information:


Simulation
Title Simulation:
Parent Media: Marie Claire
New Media Name: Marie Claire Simulation (Sim)
50% Audience new media has of parent media
50% Duplication between new Media and parent Media
OK
Cancel

Your simulated publication will appear on the report.



Insertions	Insertions	Readership [000]	Readership %
OK! Magazine	4	1062	4.89
Now	4	519	2.39
Hello	4	817	3.76
Glamour	4	299	1.38
InStyle	4	81	0.37
Marie Claire	4	339	1.56
Marie Claire Simulation (Sim)	0	169	0.78

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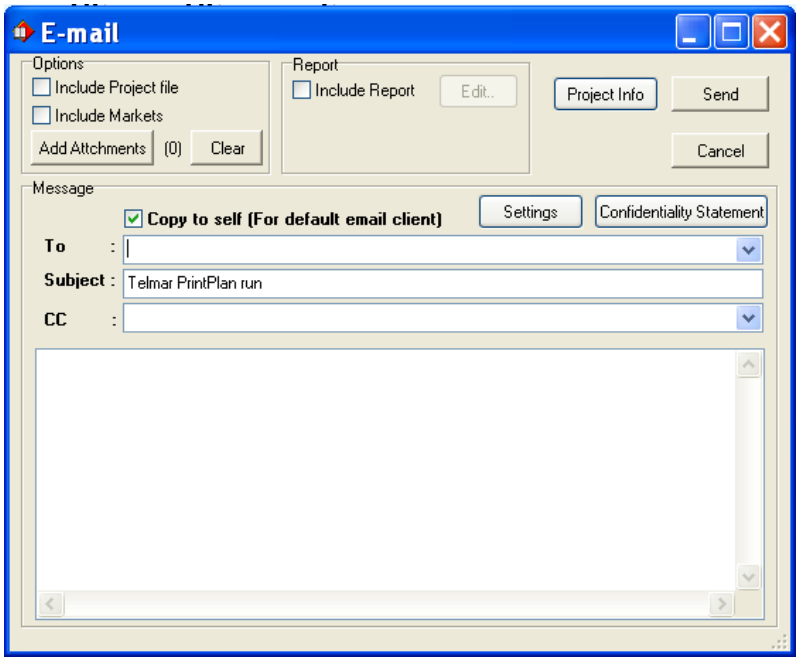
Emailing

You may be set up to email your report, to do this click on the **Email** button on the toolbar. You will be presented with the screen below:



You have the option of emailing three file types: the **Project file** (mpf) – this file can only be opened in Mediaplanner; the demographic file(s) (dem, deu); and the **Report file**, this is an Adobe Acrobat (pdf) file.

If you wish to send the Project file and the demographic file(s) with the email tick the two options – **Include Project File**(mpf) and **Include Markets**(Dem,Deu).

To send the **Report file** click on the **Report** button, this window is identical to the **Printing Options** window, make the necessary changes you wish and click on the **Back to Email** button. By clicking on the **Back to Email** button you are generating the report.

The **Project Info** button will show you the file name and location of your demographic file.

You are advised to always keep the **Copy to Self** option ticked for your own records.

To send your email type the email address in the '**To**' field, the subject description in the '**Subject**' field, and the main text in the large window and click on **Send**.

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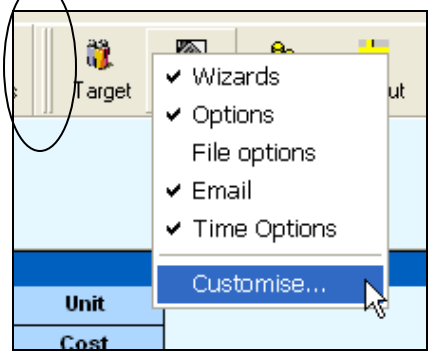
To Create A New Template

A template allows the user to control the way the planning screen is displayed.

There are five toolbars – **Wizards**; **Options**; **File Options**; **Email; Time Options**. By default, four toolbars will appear on the screen. If you do not want one of your toolbars to be displayed on the screen, right-hand click on a button and deselect the relevant toolbar.

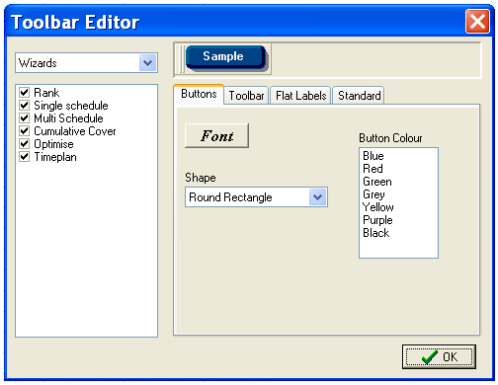
To move the toolbars to another place on the screen 'click and drag' on the two bars beside the first button. To customise each toolbar right-hand click on a button and select **Customise** from the menu, this takes you to the Toolbar Editor.

To move the toolbars to another place on the screen 'click and drag' on the two bars beside the first button.

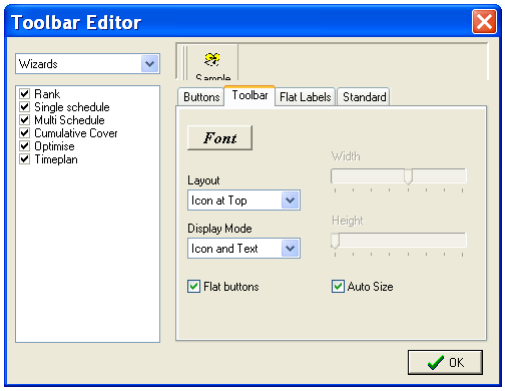


There are three tabs – **Buttons**, **Toolbar**, **Flat Labels** and **Standard**.

The **Button** tab allows you to change the colour, shape or font of the buttons.



The **Toolbar** tab allows you to position your toolbar icons at the top, bottom, left or right- hand side of the screen. Select the required position from the dropdown list.



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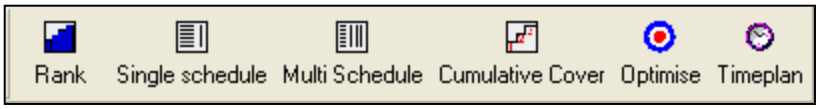
The toolbars can be displayed on the screen, as icons, text only or text with icons, as shown below. Select the required option from the dropdown list.

The four options are shown below:

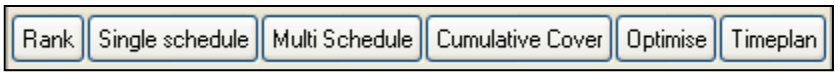
BUTTONS

TEXT & ICONS

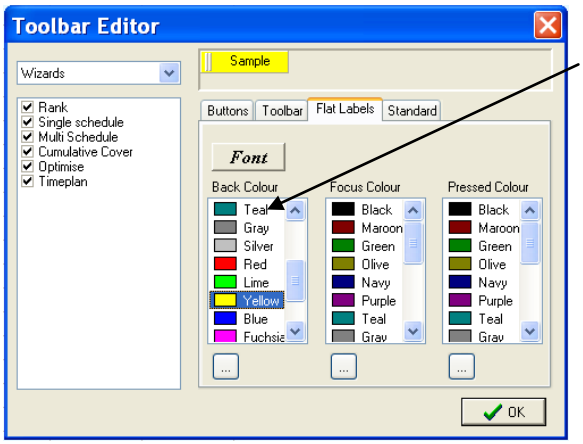


FLAT LABELS

STANDARD



The **Flat Labels** tab allows you to choose to use flat labels instead of buttons. You have the option to choose different colours for your labels. Select a **Back Colour** for the background of your label. If you select a **Focus Colour**, the colour will appear when you hover your mouse over the label. If you choose to select a **Press Colour**, the colour will appear when you click on the label. Click on **OK**.



Select a pre-defined colour from the list. Alternatively, choose your own colour by clicking on the square button

Back Colour – the background of your label.

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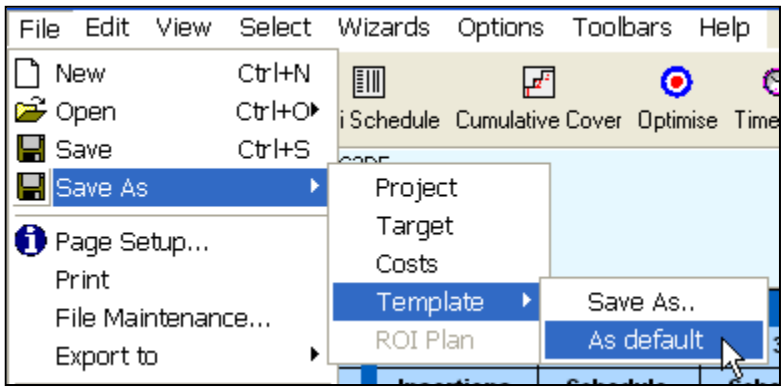
To save a new template

To save your new template go to the **File** menu, **Save as**, **Template**. To save the template click on **Save As** enter the name, then click on **Save**. To save it as your default click on **As default**.



Headers And Footers

You can edit your Headers and Foorters by going to **View, Headers and Footers**. This option allows you to include different fields information in the header of printed reports – you can include up to 18 fields of information (six lines with left, centre and right entries) in which you may either type in your own text or select pre-defined fields. To view these pre-defined fields, click on the dropdown list beside each of the 18 fields name boxes, then click on the required field name, then click on **OK**. By clicking on the **Custom** button you can create six of your own headers, type the text in each custom field and make sure that the custom text is selected in the appropriate field. The text will appear on the printout.

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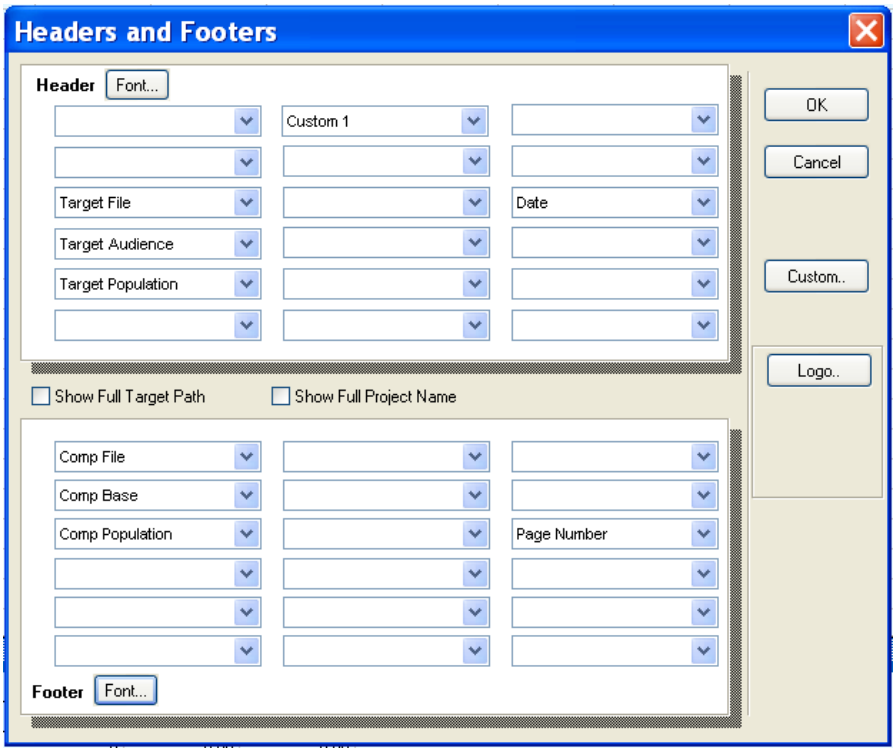

Default Settings

User Defaults Tab

When Mediaplanner is initially installed a **pplan.ini** file will be stored in the program directory folder. The **PPlan.ini** file determines the setup of Mediaplanner. The **PPlan.ini** is intended to reside in the **EXEpath** directory therefore providing all network users with these settings. The default settings can be changed manually by entering the **Options** menu and selecting **Defaults**.

If you do change the default and save it, a **PPUser.ini file** will be created and stored in the USERs area (**USERPath**). If the file **USERPath** does not exist it will be created, if **Userpath** is not valid it will then be stored in the **EXEPath**. Once again this file determines the setup of Mediaplanner. If you do set up your own **PPUser.ini file** it will naturally override the shared **PPlan.ini file** and Mediaplanner will open with your newly set default. To restore the default settings, delete the **PPUser.ini file**.

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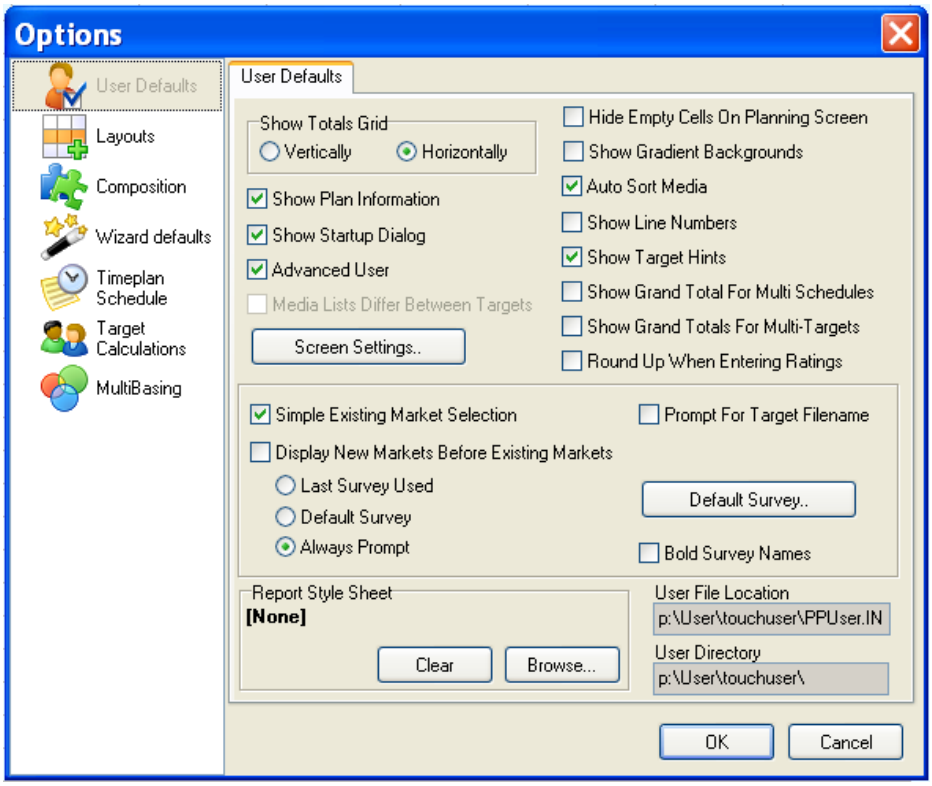

By default the **Show Startup Dialog** will be checked. This will automatically load the **Start up Dialog box** every time you launch Mediaplanner or select the **File, New**. To deselect the **Startup Dialog box** remove the tick from the Show Startup Dialog option.

Whe the **Advanced User** box is unchecked it means that you will be treated as a novice user. Novice users will be prompted when changing from one type of schedule to another. If you wish to be treated as an advanced user tick this option and click on **OK**. The change will be saved to the **PPUser.INI** file.

Whenever the user selects one of the **Wizards** on the toolbar the **Targets** window will appear inviting the user to either select an existing target or to create a new demographic group. If you do not wish to show the **Targets** window and instead want to jump straight to the **Select Survey** window select – **Display New Markets Before Existing Markets**.

This change will also be saved to the **PPUser.INI** file.

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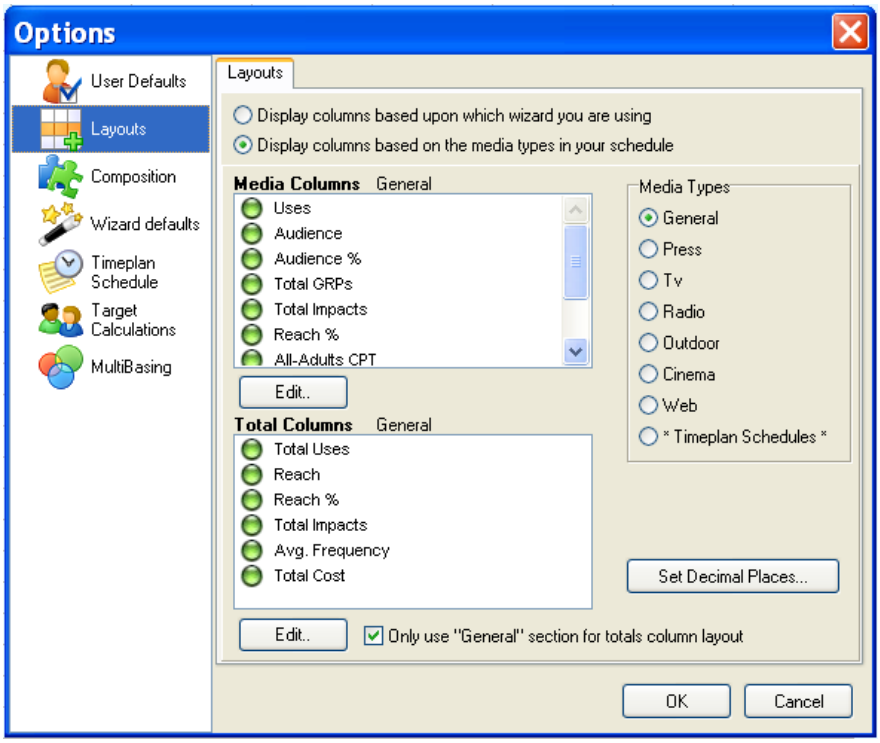
Layout Tab



The default **Media** and **Total Columns** can be viewed and changed within the **Layout** window Select the **Options**, **Default** menu to alter the default **Media** and **Total Columns** for each **Wizard**. To edit the columns click on the appropriate **Wizard** and the **Edit** button.

Move the columns you want shown on the report from left to right using the arrows, and click on **OK**.

It is possible to change the number of decimal places of the results, simply click on **Set Decimal Places**….

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HOW DO I OPTIMISE A SCHEDULE TO A SPECIFIC BUDGET?

Step 1
Either select **Optimisation** in the **Start Up Dialog Box** or click on the **Optimise** button in the toolbar.

⇩

Step 2
Select a demographic group by highlighting the file name you desire then click on **OK**. Go to **Step 6**.

To create a new demographic Click on **New Target**. Follow all Steps.

⇩

Step 3
Select the survey you wish to use. Click **OK**.

⇩

Step 4
In the coding grid, code up your target(s). Click **Next**.

⇩

Step 5
Select the media you wish to use. Click **OK**.

⇨

Step 6
You are then asked: **'Would you like to use costs?'**
Either enter costs manually or load a cost file.

⇧

Step 7
In the Optimise window, under **Stop At**… enter your budget next to **Budget Of**…. Click **OK**.

⇧

Step 8
You are asked: **'Optimise Now?'**. Click **Yes**.

⇧

Step 9
Two Opt Columns are added to your **Schedule window**, one with inserts planning **just below** the budget and one with inserts planning **just above** the budget.

The **Totals window** displays the **Reach**, **Impacts**, **Average Frequency** and **Total Cost** of each optimisation.

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GLOSSARY

Term	Explanation
Readership (000)	The number of people in a target audience who have seen a single (or average) issue of a publication, shown in units of 1000.
% Readership	The number of people within a target audience who have seen a publication expressed as a percentage of that target audience.
Net Coverage (000)	The number of people in the target audience (shown in units of 1000) exposed to a schedule at least once.
Net % Coverage	The number of people exposed to the schedule at least once, shown as a percentage of the target audience.
Unit Cost	The cost of one insertion in a publication
Insertion	The number of advertisements placed in a publication
Total Cost	The number of insertions times the unit cost
Avg Frequency	The average number of times each person is exposed to the schedule
Gross OTS (000)	The total number of exposures of a target audience to a schedule regardless of the number of times one person is exposed. The sum of all the publications' Cum OTS.
GRP	Gross Rating Points. The sum of the ratings for a schedule. Each percentage point in the % Readership column denotes one rating point.
CPT	The cost of reaching 1,000 different people in the target audience.
Composition Index	An index showing how likely someone in a target audience is to have seen a publication. Calculated by dividing the percentage of a publication's readership who are within the target audience by the percentage of the composition base who are in the target audience, multiplied by 100.
Composition Audience (000)	The number of people in the composition base who been exposed to a single (or average) issue of a publication, show in units of 1000.
% Composition	The number of people within a target audience who have seen a publication, expressed as a percentage of those who have seen it in the composition base (normally the group entered as the Universe).
Cum % Coverage	The number of people who will see at least one of a number of insertions expressed as a percentage of the target audience.
Cum Coverage 000	If multiple insertions are placed in a publication this will show the number of people in a target audience (shown in units of 1000) who will see at least one of these.
CPT Net Coverage	The cost of exposing 1000 people in a target audience to a schedule at least once.
APX %	The % of the average page exposed.
CPT APX	The total number of exposures + APX factor switched on, divided by the cost of reaching 1000 people. Unit cost = CPT (Cost per 1000) APX APX Impacts
CPT AIR	The cost of reaching 1000 people average issue readership: Unit Cost = CPT A.I.R A.I.R

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Term	Explanation
Adjustment Factors	The readership of a publication will be adjusted by the figure entered here.
Impact Factors	This factor allows you to account for qualitative values of different ads in the same schedule (for example page size or B&W / Colour).
Solus Reach %	This gives you the % of solus readers of the publication
Media Code	A 3 letter mnemonic, unique to each publication, by which Printplan can recognise it.
Input Order	A ranking figure showing the order in which the publications were selected.
Population	The number of people in the target population
Sample	The number of respondents which the population figure is based upon
Exp. At Least %	The percentage of the target audience exposed to a schedule at each frequency level or higher.
Exposed %	The percentage of the target audience exposed to a schedule at each frequency level and no more.
Weight	This column shows the weight for a given frequency level in the frequency distribution window.
Weight Exposed %	The percentage of the target audience exposed to each frequency level and no more.
Effective Delivery (x+)	The percentage of different people in the target audience exposed to the media schedule at a specified frequency level.

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